

International Agenda

2026

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Editorial

Towards an (even) more sustainable export strategy

Since its creation in January 2018, hub.brussels has been the trusted partner of Brussels businesses, providing the comprehensive support they need to thrive locally and expand globally. As the public agency dedicated to entrepreneurship in Brussels and abroad, our ambition remains unchanged: to make economic opportunities accessible, sustainable and impactful.

Strategically positioned across all five continents, our international network continues to play a decisive role in the economical development of our Region. Guided by our principle *"Our business is to help yours"*, our (General) Representatives provide expert insights, local market intelligence and high-value connections for Brussels companies. In parallel, our teams in Brussels support entrepreneurs throughout their journey – from early business development to full export readiness.

In 2026, our action plan will include over 80 international activities – i.e. economic missions, collective stands at trade shows, seminars, buyer invitations, and other events - both in Brussels and abroad. As in previous years, and in line with our sustainability strategy, the vast majority of these

missions and trade shows will take place within Europe, reinforcing our commitment to proximity-based, lower-impact internationalisation.

To further strengthen this approach, hub.brussels is developing a zero-carbon policy for its international activities: a key milestone in our evolution as a responsible public agency. This policy will introduce systematic carbon assessments for all collective missions, prioritise low-carbon travel and transport modes, and integrate eco-design principles into every stage of mission planning.

Our goal is clear: to help Brussels companies access international opportunities while collectively reducing our environmental footprint. We invite you to explore this agenda and discover how hub.brussels can support your international growth – while contributing to a more sustainable world.

Together, let's bring the world closer to Brussels, and let's make Brussels shine abroad, responsibly.

Isabelle GRIPPA
DIRECTOR

Annelore ISAAC
DEPUTY DIRECTOR

Our Internationalisation Services

Shall we take you along with us?

Every year, we organise or take part in over 70 seminars, trade fairs, exhibitions, and missions around the world. Join us, and we'll introduce you to your prospects and future partners.

Personalised support

Are you exporting for the first time or exploring a new market? Our Brussels-based Export Advisors help you get started - from your idea to the conclusion of your first international sales contracts - and expand to overseas markets. Our team fine-tunes your export plan and supports you in your efforts to make your project a success abroad. Discover our services on our ["Start to export"](#) page.

Interns for your export activities

Bruxelles Formation trains assistants and managers in international trade and we connect them with you to support your commercial and administrative tasks.

Hands-on support to stay competitive & get EU funding

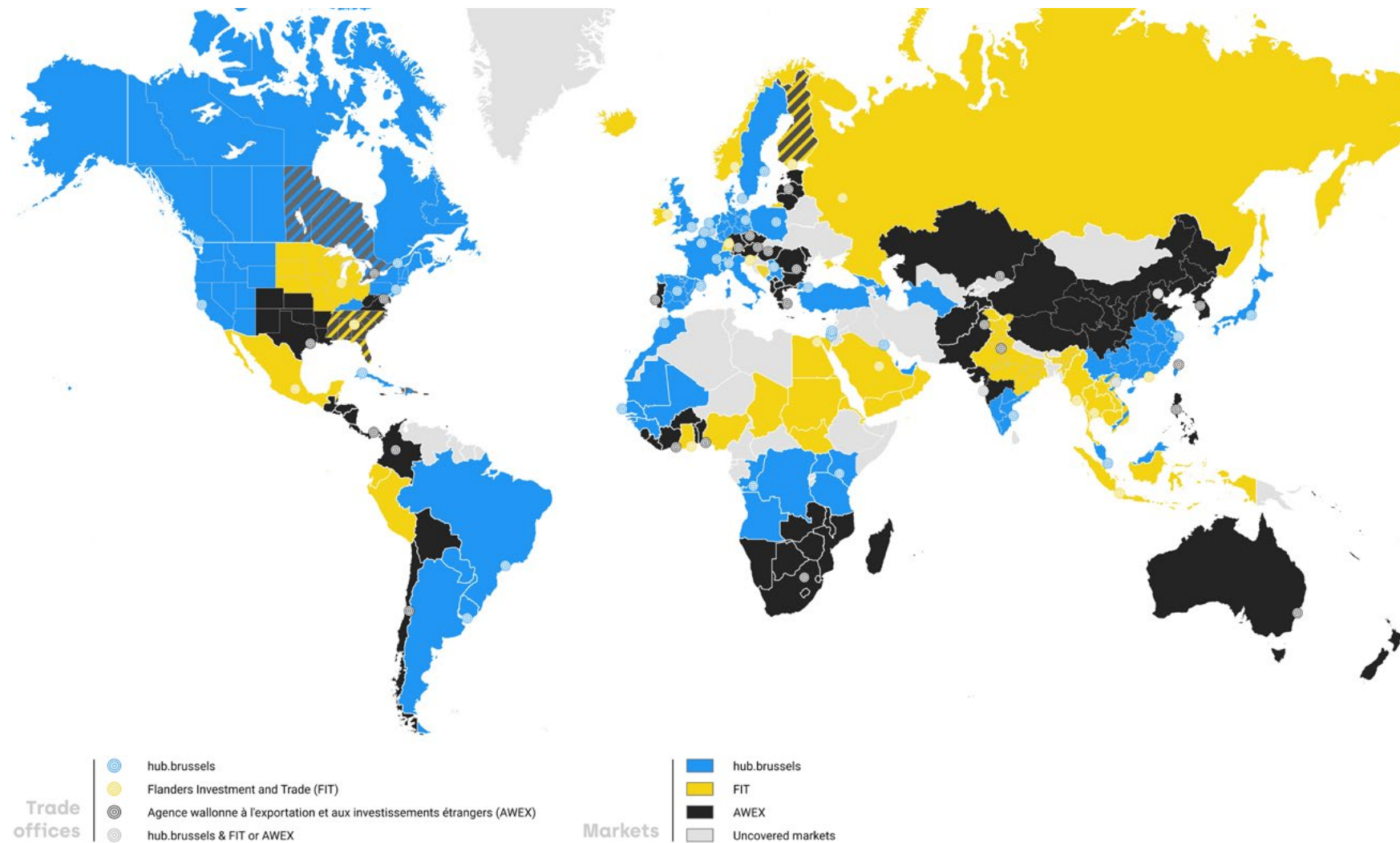
At hub.brussels, specialised advisors from [Enterprise Europe Brussels](#) and [NCP Brussels](#) will guide you through the most suitable opportunities and funding schemes to unlock your medium-long term growth at international level.

Around the world in 365 days...

Our network of over 30 (General) Representatives of the Brussels-Capital Region based around the world serves as your gateway to key strategic markets. Additionally, we have agreements with representatives in around 40 other locations globally, ensuring you have the right contacts to enter new markets. Find out how to get in touch with them [here](#).

Our International Network

Based abroad



Our Export Promotion Team

----- Based in Brussels

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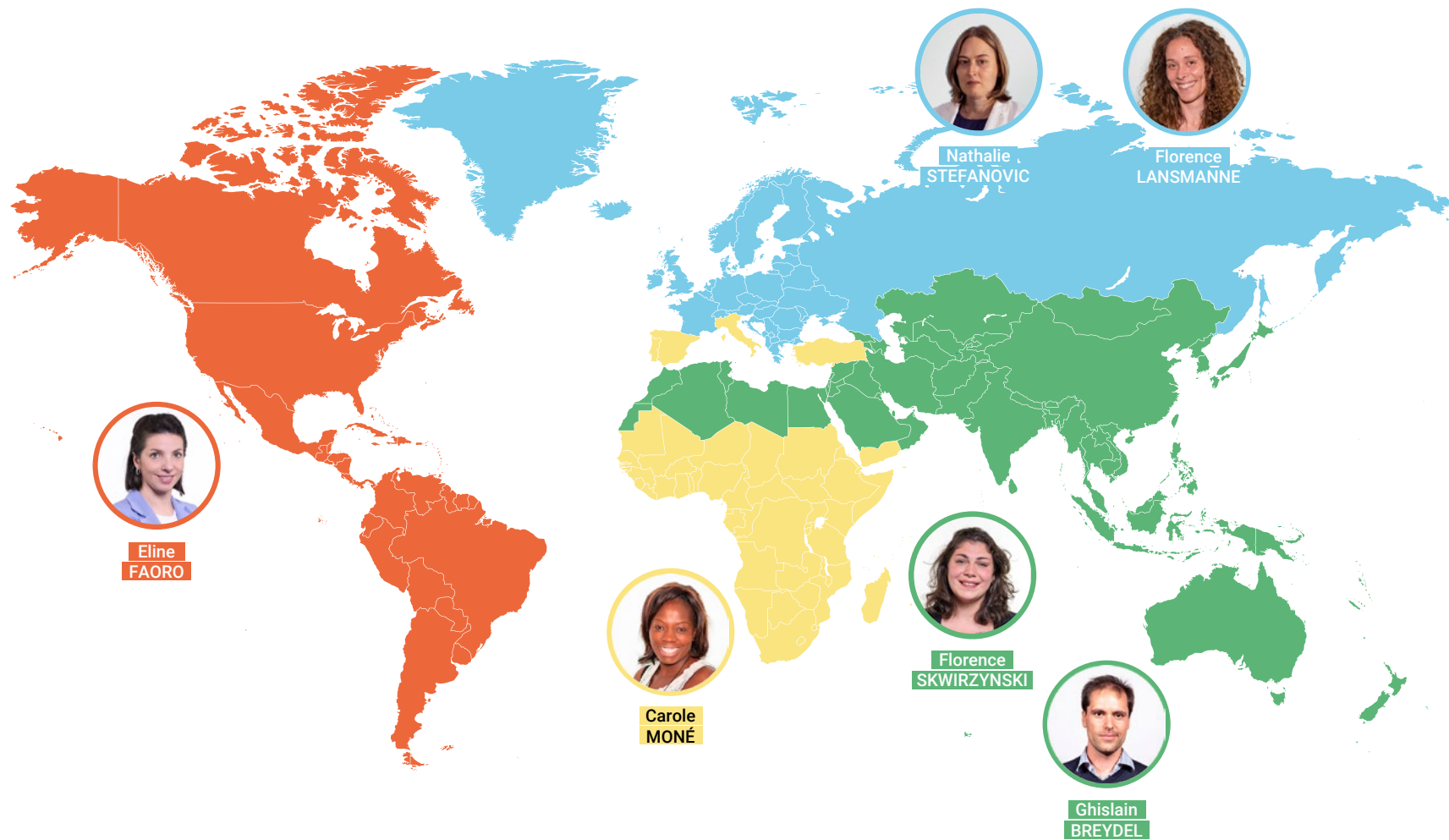
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- **Americas**
- **Africa / South Europe**
- **Europe**
- **MENA / Asia**

Neo export



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GIOVANETTI



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Support



Federica
LORENZONI



Lauren
PINTO DE ALMEIDA



Leilla
BOUTAYEB



Julia
PONCIN

Calendar of Collective Actions

The 2026 Export Agenda outlines a wide range of actions to explore foreign markets, expand your exports, and increase their geographical diversification. These choices are no coincidence. Working with field experts and partners, we analyse global markets to develop a tailored commercial action plan for your export projects.

By continent ● ● ● ●

Africa & MENA

All actions and dates are subject to change.

Target Country	Hosting City	Action	Sector	Month
Africa - TBC	Brussels	African Business Session 1 - Seminar	Multisectoral	April
Africa - TBC	Brussels	African Business Session 2 - Seminar	Multisectoral	May
Africa - TBC	Brussels	African Business Session 3 - Seminar	Multisectoral	September
Africa - TBC	Brussels	African Business Session 4 - Seminar - Exportunity (Risk Management)	Multisectoral	November
Angola	Luanda	Economic Mission to Angola 	Multisectoral	May
Cameroun	Yaoundé	Economic Mission to Cameroun - EU Business Forum & Promote 	Multisectoral	June
Democratic Republic of Congo	Kinshasa	Economic Mission to DRC (Kinshasa) 	Multisectoral	October
Egypt	Cairo	Economic Mission to Egypt 	Cleantech - Environment	January
Guinea-Conakry	Conakry	Economic Mission to Guinea-Conakry 	Multisectoral	October
Ivory Coast	Abidjan	Development Banks and Green Economic Mission 	Multisectoral	May

Target Country	Hosting City	Action	Sector	Month
Morocco	Marrakech	Exportunity - Economic Mission to Gitex Africa 🔗	Digital Technologies	April
Morocco	Casablanca / Marrakech	Economic Mission Health to Morocco in the framework of GITEX Future Health 🔗	Life Sciences	May
Morocco	Marrakech	Economic Mission to Morocco - Tourism Industry 🔗	Creative & Cultural Industries	October
Saudi Arabia	Brussels	Seminar - Doing business in Saudi Arabia - Introducing the BEM	Multisectoral	May
Saudi Arabia	Riyadh	Belgian Economic Mission to Saudi Arabia 🔗	Multisectoral	November
Turkiye	Ankara	Belgian Economic Mission to Türkiye 🔗	Multisectoral	May
UAE	Dubai	Trade Show - WHX Where Healthcare Meets (ex. Arab Health) 🔗	Life Sciences	February
Multicountry	Brussels	Business Roundtables – Europe's Global Gateway Strategy	Multisectoral	March
Multicountry	Brussels	Business Roundtables – Europe's Global Gateway Strategy	Multisectoral	October

Americas

All actions and dates are subject to change.

Target Country	Hosting City	Action	Sector	Month
Brazil	Online	Webinar – Brazil Economic and Commercial Outlook - Preparation of 2026 Economic Mission	Multisectoral	May
Brazil - Uruguay	Sao Paulo	Economic Mission to Brazil & Uruguay – Construction, Energy & Environment 🔗	Construction - Infrastructure	October
Canada	Vancouver	Economic Mission to British-Colombia (Construction - Infrastructure - Cleantech - Digital) 🔗	Multisectoral	June
Canada	Montreal	Economic Mission to MTL Connecte - La semaine numérique de Montréal 🔗	Digital Technologies	October
Dominican Republic	Brussels	Life Sciences Dominican buyers invitation 🔗	Life Sciences	June
USA	Online	Webinar – Economic Outlook USA – 2026	Multisectoral	February
USA	NYC	Economic Mission to New York for the Entertainment Industry 🔗	Creative & Cultural Industries	April

Target Country	Hosting City	Action	Sector	Month
USA	Brussels	Seminar - From Pitch to Partnership: Mastering US VC Relations	Digital Technologies	May
USA	San Francisco	Trade Show - TC DistrupT followed by an Economic Mission 'Connecting Brussels with Silicon Valley: An AI perspective' 🔗	Digital Technologies	October
Multicountry	Brussels	Business Roundtables – Europe's Global Gateway Strategy	Multisectoral	March
Multicountry	Brussels	Business Roundtables – Europe's Global Gateway Strategy	Multisectoral	October

Asia

All actions and dates are subject to change.

Target Country	Hosting City	Action	Sector	Month
China	Shanghai	Brussels Sustainable Fashion Showroom in Shanghai 🔗	Creative & Cultural Industries	November
Japan	Tokyo	Trade Show - SusHi Tech Tokyo 🔗	Cleantech - Environment	April
Singapore	Brussels	Seminar - Singapore & Asia: Unlocking Business Potential	Multisectoral	February
Singapore	Singapore	Trade Show - GITEX Asia 🔗	Digital Technologies	April
South Korea	Chuncheon	Economic Mission to South Korea (Innovation in health) 🔗	Life Sciences	December
Vietnam	Hanoi	Green Economy Mission to Vietnam 🔗	Cleantech - Environment	October
Multicountry	Brussels	Business Roundtables – Europe's Global Gateway Strategy	Multisectoral	March
Multicountry	Brussels	Food & Beverage buyers invitation from Asia 🔗	Food & Beverage	October
Multicountry	Brussels	Business Roundtables – Europe's Global Gateway Strategy	Multisectoral	October

Europe

All actions and dates are subject to change.

Target Country	Hosting City	Action	Sector	Month
Austria	Vienna	Economic Mission to International Organizations – Vienna 🔗	Multisectoral	TBC
Austria - Hungary	Budapest, Veszprém, Vienna, Linz	Numix Lab 2026	Creative & Cultural Industries	December
Belgium	Brussels	Exportunity - Seminar - Mastering the Pitch – International Sales Techniques	Multisectoral	February
Belgium	Brussels	Exportunity - Focus Days Export	Multisectoral	March
Belgium	Brussels	Exportunity - Seminar - Digital Marketing for International Growth	Multisectoral	April
Belgium	Brussels	Export Talk Show - Studio 2	Multisectoral	May
Belgium	Brussels	Exportunity - Seminar - Navigating Legal Challenges Abroad	Multisectoral	June
Belgium	Brussels	Exportunity - Seminar - From Brussels to the World: Export Formalities	Multisectoral	September
Belgium	Brussels	Exporters Night	Multisectoral	December
Belgium	Brussels	Seminar - Workshop on Space Enabled Urban Climate & Smart City Solutions	Multisectoral	TBC
Danemark - Germany - France	Brussels	Buyers invitation in the framework of 87 day 🔗	Construction - Infrastructure	September
Danemark - Finland	Copenhagen	Economic Mission to Finland-Danemark (City mining) 🔗	Cleantech - Environment	October
Denmark	Brussels	Danish design buyers invitation to Brussels 🔗	Creative & Cultural Industries	November
Finland	Helsinki	Trade Show - Slush 🔗	Digital Technologies	November
France	Cannes	Economic Mission to WAICF 🔗	Digital Technologies	February
France	Cannes	Trade Show - MIPIM 🔗	Construction - Infrastructure	March
France	Lille	Economic Mission to Serie Mania Forum 🔗	Creative & Cultural Industries	March
France	Cannes	Trade Show - Marché du Film - Festival de Cannes 2026 🔗	Creative & Cultural Industries	May
France	Paris	Trade Show - SantExpo 2026 🔗	Life Sciences	May

Target Country	Hosting City	Action	Sector	Month
France	Paris	Trade Show - Vivatech 🔗	Digital Technologies	June
France	Paris	Trade Show - SIAL 🔗	Food & Beverage	October
France	Cannes	Trade Show - MIPCOM 2026 🔗	Creative & Cultural Industries	October
France	Lyon	Impact Economic Mission to Lyon Region 🔗	Cleantech - Environment	November
France	Lille	Trade Show - Festival Bière à lille (BAL) 🔗	Food & Beverage	November
Germany	Nurenberg	Trade Show - Biofach 🔗	Food & Beverage	February
Germany	Cologne	Trade Show - ISM 🔗	Food & Beverage	February
Germany	Cologne	Trade Show - Gamescom 🔗	Creative & Cultural Industries	August
Germany	Brussels	Deutsche Bahn buyers invitation 🔗	Cleantech - Environment	September
Germany	Frankfurt	Economic Mission to Francfort – Impact festival 🔗	Cleantech - Environment	November
Italy	Bologna	Trade Show - Cosmoprof 🔗	Life Sciences	March
Italy	Milan	Economic Mission to Milan (Smartcity) 🔗	Construction - Infrastructure	October
Luxembourg	Capellen	Economic Mission to NSPA Belgian Industry Day 🔗	Multisectoral	March
Malta	Valletta	Exportunity - Economic Mission to EU Startup Summit 🔗	Multisectoral	May
Poland	Warsaw	Economic Mission to the Wolves (start-ups) Summit Warsaw 2026 🔗	Digital Technologies	April
Poland	Warsaw	Proptech & Sustainable Construction Economic Mission to Poland 🔗	Construction - Infrastructure	June
Portugal	Lisbon	Economic Mission to Websummit Lisbon 🔗	Digital Technologies	November
Serbia	Belgrade	Economic Mission to Serbia 🔗	Multisectoral	October
Spain	Barcelona	Trade Show - 4YFN (4 Years From Now) 🔗	Digital Technologies	March
Spain	Barcelona	Economic Mission To Catalonia - Barcelona World Capital of Architecture 2026 🔗	Construction - Infrastructure	May
Spain	Madrid	Economic Mission to Madrid 🔗	Multisectoral	June

Target Country	Hosting City	Action	Sector	Month
Switzerland	Geneva	Silver Economy Mission to Geneva 🔗	Life Sciences	November
Switzerland	Brussels	Seminar - Business Opportunities at CERN	Multisectoral	TBC
The Netherlands	Brussels	Seminar - Selling Food & Beverage product to the Netherlands	Food & Beverage	March
The Netherlands	Amsterdam	Trade Show - PLMA 🔗	Food & Beverage	May
The Netherlands	Amsterdam	Trade Show - HLTH 🔗	Life Sciences	June
The Netherlands	Houten	Trade Show - Foodspecialiteiten 🔗	Food & Beverage	September
UK	London	Economic Mission - Immersive and audiovisual Museum and Theatre sector - SXSW 🔗	Creative & Cultural Industries	June
UK	London	Economic Mission to London 🔗	Digital Technologies	June
UK	London	Promotional Action - PAD LONDON 🔗	Creative & Cultural Industries	October
Multicountry	Brussels	Buyers invitation – Marché de Coproduction Anima 🔗	Creative & Cultural Industries	February
Multicountry	Brussels	Business Roundtables – Europe's Global Gateway Strategy	Multisectoral	March
Multicountry	Brussels	Business Roundtables – Europe's Global Gateway Strategy	Multisectoral	October
Multicountry	Brussels	Design to Business - Buyers invitation 🔗	Creative & Cultural Industries	November
Multicountry	Brussels	Fintech Decision-Makers/Buyers invitation - Digital Finance Summit 🔗	Digital Technologies	December

Clean Tech & Environment

Target Country	Hosting City	Action	Month
Egypt	Cairo	Economic Mission to Egypt 	January
Japan	Tokyo	Trade Show - SusHi Tech Tokyo 	April
Germany	Brussels	Deutsche Bahn buyers invitation 	September
Danemark - Finland	Copenhagen	Economic Mission to Finland-Danemark (City mining) 	October
Vietnam	Hanoi	Green Economy Mission to Vietnam 	October
France	Lyon	Impact Economic Mission to Lyon Region 	November
Germany	Frankfurt	Economic Mission to Francfort – Impact festival 	November

Construction & Infrastructure

Target Country	Hosting City	Action	Month
France	Cannes	Trade Show - MIPIM 	March
Spain	Barcelona	Economic Mission To Catalonia - Barcelona World Capital of Architecture 2026 	May
Poland	Warsaw	PropTech & Sustainable Construction Economic Mission to Poland 	June
Danemark - Germany - France	Brussels	Buyers invitation in the framework of 87 day 	September
Brazil - Uruguay	Sao Paulo	Economic Mission to Brazil & Uruguay – Construction, Energy & Environment 	October
Italy	Milan	Economic Mission to Milan (Smartcity) 	October

Creative & Cultural Industries

Target Country	Hosting City	Action	Month
Europe	Brussels	Buyers invitation – Marché de Coproduction Anima 🔗	February
France	Lille	Economic Mission to Serie Mania Forum 🔗	March
USA	NYC	Economic Mission to New York for the Entertainment Industry 🔗	April
France	Cannes	Trade Show - Marché du Film - Festival de Cannes 2026 🔗	May
UK	London	Economic Mission - Immersive and audiovisual Museum and Theatre sector - SXSW 🔗	June
Germany	Cologne	Trade Show - Gamescom 🔗	August
France	Cannes	Trade Show - MIPCOM 2026 🔗	October
Morocco	Marrakech	Economic Mission to Morocco - Tourism Industry 🔗	October
UK	London	Promotional Action - PAD LONDON 🔗	October
China	Shanghai	Brussels Sustainable Fashion Showroom in Shanghai 🔗	November
Denmark	Brussels	Danish design buyers invitation to Brussels 🔗	November
Europe	Brussels	Design to Business - Buyers invitation	November
Austria - Hungary	Budapest, Veszprém, Vienna, Linz	Numix Lab 2026	December

Digital Technologies

Target Country	Hosting City	Action	Month
France	Cannes	Economic Mission to WAICF 🔗	February
Spain	Barcelona	Trade Show - 4YFN (4 Years From Now) 🔗	March
Morocco	Marrakech	Exportunity - Economic Mission to Gitex Africa 🔗	April
Poland	Warsaw	Economic Mission to the Wolves (start-ups) Summit Warsaw 2026 🔗	April

Target Country	Hosting City	Action	Month
Singapore	Singapore	Trade Show - GITEX Asia 🔗	April
USA	Brussels	Seminar - From Pitch to Partnership: Mastering US VC Relations	May
France	Paris	Trade Show - Vivatech 🔗	June
UK	London	Economic Mission to London 🔗	June
Canada	Montreal	Economic Mission to MTL Connecte - La semaine numérique de Montréal 🔗	October
USA	San Francisco	Trade Show - TC Distrupt followed by an Economic Mission 'Connecting Brussels with Silicon Valley: An AI perspective' 🔗	October
Finland	Helsinki	Trade Show - Slush 🔗	November
Portugal	Lisbon	Economic Mission to Websummit Lisbon 🔗	November
Europe	Brussels	Fintech Decision-Makers/Buyers invitation - Digital Finance Summit 🔗	December

Food & Beverage

Target Country	Hosting City	Action	Month
Germany	Nurenberg	Trade Show - Biofach 🔗	February
Germany	Cologne	Trade Show - ISM 🔗	February
The Netherlands	Brussels	Seminar - Selling Food & Beverage product to the Netherlands	March
The Netherlands	Amsterdam	Trade Show - PLMA 🔗	May
The Netherlands	Houten	Trade Show - Foodspecialiteiten 🔗	September
Asia	Brussels	Food & Beverage buyers invitation from Asia 🔗	October
France	Paris	Trade Show - SIAL 🔗	October
France	Lille	Trade Show - Festival Bière à lille (BAL) 🔗	November

Life Science

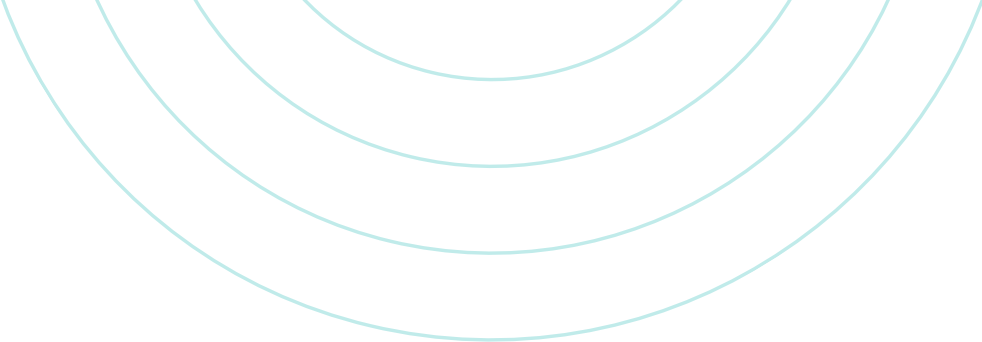
Target Country	Hosting City	Action	Month
UAE	Dubai	Trade Show - WHX Where Healthcare Meets (ex. Arab Health) 🔗	February
Italy	Bologna	Trade Show - Cosmoprof 🔗	March
France	Paris	Trade Show - SantExpo 2026 🔗	May
Morocco	Casablanca / Marrakech	Economic Mission Health to Morocco in the framework of GITEC Future Health 🔗	May
Dominican Republic	Brussels	Life Sciences Dominican buyers invitation 🔗	June
The Netherlands	Amsterdam	Trade Show - HLTH 🔗	June
Switzerland	Geneva	Silver Economy Mission to Geneva 🔗	November
South Korea	Chuncheon	Economic Mission to South Korea (Innovation in health) 🔗	December

Multisectoral

Target Country	Hosting City	Action	Month
Belgium	Brussels	Exportunity - Seminar - Mastering the Pitch – International Sales Techniques	February
Singapore	Brussels	Seminar - Singapore & Asia: Unlocking Business Potential	February
USA	Online	Webinar – Economic Outlook USA – 2026	February
Belgium	Brussels	Exportunity - Focus Days Export	March
Multicountry	Brussels	Business Roundtables – Europe's Global Gateway Strategy	March
Luxembourg	Capellen	Economic Mission to NSPA Belgian Industry Day 🔗	March
Africa - TBC	Brussels	African Business Session 2 - Seminar	April
Belgium	Brussels	Exportunity - Seminar - Digital Marketing for International Growth	April

Target Country	Hosting City	Action	Month
Africa - TBC	Brussels	African Business Session 1 - Seminar	May
Angola	Luanda	Economic Mission to Angola 	May
Belgium	Brussels	Export Talk Show - Studio 2	May
Saudi Arabia	Brussels	Seminar - Doing business in Saudi Arabia - Introducing the BEM	May
Brazil	Online	Webinar – Brazil Economic and Commercial Outlook - Preparation of 2026 Economic Mission	May
Ivory Coast	Abidjan	Expportunity - Economic Mission to EU Startup Summit 	May
Malta	Valletta	Belgian Economic Mission to Türkiye 	May
Türkiye	Ankara	Expportunity - Seminar - Navigating Legal Challenges Abroad 	May
Belgium	Brussels	Expportunity - Seminar - Navigating Legal Challenges Abroad	June
Cameroun	Yaoundé	Economic Mission to British-Colombia (Construction - Infrastructure - Cleantech - Digital) 	June
Canada	Vancouver	Development Banks and Green Economic Mission 	June
Spain	Madrid	Economic Mission to Madrid 	June
Africa - TBC	Brussels	African Business Session 4 - Seminar	September
Belgium	Brussels	Expportunity - Seminar - From Brussels to the World: Export Formalities	September
Multicountry	Brussels	Business Roundtables – Europe's Global Gateway Strategy	October
Democratic Republic of Congo	Kinshasa	Economic Mission to DRC (Kinshasa) 	October
Guinea-Conakry	Conakry	Economic Mission to Guinea-Conakry 	October
Serbia	Belgrade	Economic Mission to Serbia 	October
Africa - TBC	Brussels	African Business Session 3 - Seminar - Expportunity (Risk Management)	November
Saudi Arabia	Riyadh	Belgian Economic Mission to Saudi Arabia 	November
Belgium	Brussels	Exporters Night	December

Target Country	Hosting City	Action	Month
Austria	Vienna	Economic Mission to International Organizations – Vienna 	TBC
Belgium	Brussels	Seminar - Workshop on Space Enabled Urban Climate & Smart City Solutions	TBC
Switzerland	Brussels	Seminar - Business Opportunities at CERN	TBC



Stay Up to Date!

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Subscribe to our international newsletter [here](#). Once a month, we announce our new events and last calls, highlight news and opportunities, and suggest an interesting article to read.

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See you soon!